

DIA

Value, Access & Regulatory Strategy Workshop

25-26 October 2017
Radisson Blu Hotel, Basel, Switzerland



**EXHIBITOR
PROSPECTUS**

Value, Access & Regulatory Strategy Workshop



Overview

All stakeholders, including leaders across industry and health authorities, agree that finding answers to market access is critical to delivering breakthrough medicines to patients. Unfortunately, policies and practices do not always marry up.

This meeting will bring together professionals working with regulatory and value strategies. HTA bodies and regulators are breaking down silos, facilitating access to new promising medicines and increasing efficiencies in assessment processes. Similarly, R&D processes need to adapt to generate the appropriate evidence for registration and reimbursement that should allow patients' timely access to innovative and promising drugs.

Who should attend?

- Professionals working in regulatory affairs and HTA/market access
- Professionals involved in drug development, e.g. clinicians, epidemiologists and biostatisticians
- Patient organisations
- Biotech companies, drug developers including SMEs
- Decision makers (Ministries of Health etc.)

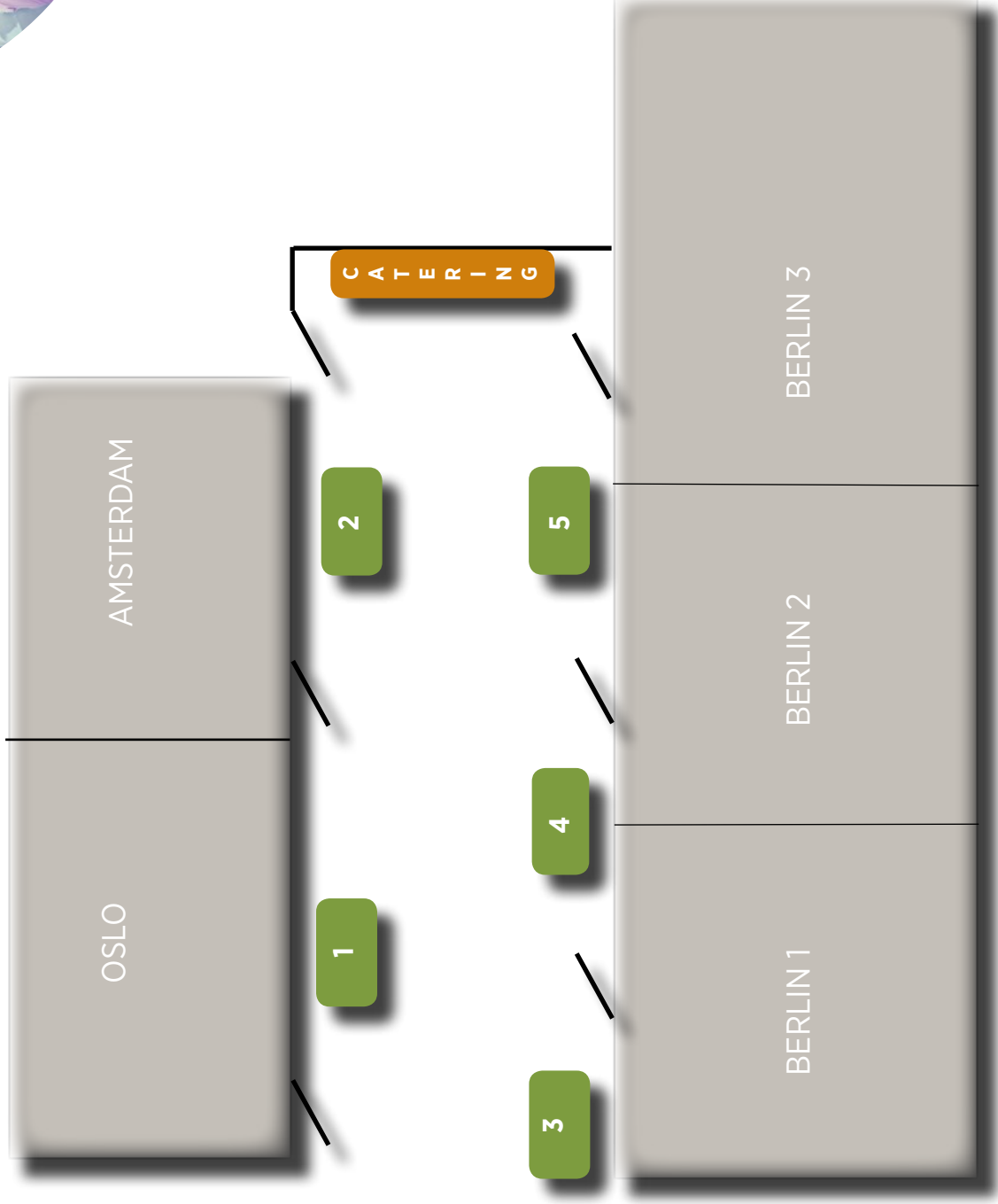
Exhibiting Opportunity

At this years' Value Access & Regulatory Strategy Workshop, we are offering Tabletop Display for EUR 3000.00. A package display includes:

- A 80cm x120cm table & a chair.
- One basic electrical outlet.
- A complimentary full meeting registration.

As an exhibitor, you will also be able to book further Hosting & Advertising opportunities. Further information on these opportunities can be located on page 4 & 5.

EXHIBITOR FLOOR PLAN



Hosting Opportunities



Networking Reception Host | Exclusive | EUR 2,000

Perhaps you prefer something a little more personal? This hosting opportunity offers you the option of providing food and additional beverages right in front of your own booth. Special cocktail tables will be provided by DIA for this purpose. You can choose the food and beverages you wish to offer according to your preferences and budget. From champagne to finger food or snacks, the choice is yours.

Includes:

- 3 special cocktail tables in front of your booth
- Signage designating your company as an official host of the Networking Reception
- Recognition in the exhibitors' section of the final programme

Welcome Coffee Contributor | One available | EUR 500

One available on the first morning of the meeting, and is set-up within the exhibition area.

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- Coffee / tea service

Refreshment Break Contributor | 4 available | EUR 1,000 each or EUR 3,500 as exclusive opportunity for all four breaks

Set-up within the exhibition area on the first or second day for the refreshment breaks.

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- Coffee / tea and pastries (2 days)

Lunch Break Contributor | Exclusive Opportunity for Each Lunch Break | EUR 2,200 or 4,000 for both lunch breaks | One available on the first day, one available on the second day

Set-up within the exhibition area

Includes:

- Company name and logo on prominent signage
- Company recognition listed in the exhibitors' section of the final programme
- 1 Mobile App push notification
- Lunch

Do you have an idea that is missing from this list?

Contact us and together we can create your custom marketing and brand exposure campaign!

EMEA.exhibition@DIAglobal.org / +41 61 225 51 51

Advertising Opportunities



Literature kiosk | EUR 500 | limited to 3 companies

- 1x A4 kiosk compartment to display your promotional literature, located in the foyer throughout the conference.
- Fee is per compartment, limited to 2 compartments by company
- Does not include shipping costs to venue.

Premium Roll-up banner 85x225cm | EUR 1,200 | limited to 3 companies

1x Roll-up banner located in the foyer throughout the conference supplied with:

- High resolution full colour printed graphic panel in 1200dpi
- 240 micron lightstop material with crystal laminate
- Stable heavy weight banner stand without swing out feet

Printing and shipping to venue included in the fee. Artwork must be approved by DIA.

Deadline for artwork submission: **7th October 2017**

Half page advert in final programme | EUR 1,500 | limited to 3 companies

- Final programme distributed to all participants
- Printing and shipping to venue included in the fee
- Advert must be approved by DIA
- Deadline for artwork submission: **7th October 2017**

Technical Specifications

	<u>Type Area</u>	<u>Trim Size</u>	<u>Bleed Size</u>
Half-page Horizontal	131mm x 190mm	141mm x 200mm	N/A
Half-page Vertical	277mm x 86mm	287mm x 96mm	N/A

Digital Advertisement Delivery

Acceptable Media: Email or CD

Acceptable File Formats and Graphics

PDF files only prepared as high-resolution (300 dpi minimum) press quality, with fonts and artflow fully embedded, CMYK and suitable for a pre-separated workflow if printing in colour.

Note: Incorrectly supplied artwork will be converted to CMYK. DIA will not be responsible for colour misrepresentation as a result of the conversion process.

Send artwork/advert to EMEA.Exhibition@diaglobal.org



APPLICATION & CONTRACT FOR TABLE TOP DISPLAY

Value, Access & Regulatory Strategy Workshop - 25th-26th October 2017

Radisson Blu Hotel, Basel Switzerland

ID #17123

All applications must be reviewed by DIA for approval before admission is granted.

Company Contact Information

Exhibiting Company Name (for signage and directory listing)

Contact Name (all correspondence will be sent to the contact information provided above)

Address Line 1

Address Line 2

Postal Code, City (State), Country

Telephone Number

Fax Number

Email Address (required for confirmation)

Please provide your European VAT number

Tabletop Rates and Information

TABLETOP ONLY. Tabletop display cost includes one 80cm x120cm table, one chair, and one basic electrical outlet and one (1) complimentary full meeting registration. Exhibitors may not sublet or share any part of the space allocated to another company. Any staff required above the allotted must register as a full attendee incurring full registration fees.

Any additional expenses associated with the exhibit, including pop up stand, lights, phone or carpeting, additional electrical connections, etc., will be the responsibility of the exhibitor.

Tabletop Fee € 3'000.00

Number of booth spaces requested: _____

Total Amount Due (number of spaces x € 3'000.00): € _____

No security arrangements will be provided. All materials are the responsibility of the exhibitor. Advertisements and/or Announcements for non-DIA Sponsored Meetings/Workshops cannot be distributed or promoted at the workshop.

Exhibitor events and meetings must be approved by DIA and cannot be held during DIA session or events times.

Services/Products to be exhibited:

Cancellation and Downsizing Policy

Cancellations MUST be in writing and received at the office on or before 25 July 2017. An administrative fee will be withheld from refund as follows:

Tabletop = 1'500€

Cancellation requests received after 25 July 2017 and do not attend will be responsible for the full fee paid. DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.

Payment Options and Information

Full payment is required when submitting an application. Payment may be made by cheque, credit card, or bank transfer. Please note that exhibit space will not be assigned without payment in full. Companies with an outstanding balance will be prohibited from moving in.

Credit card payment is preferred. Credit card details must be given as a guarantee with your application submission.

Credit card payments by Visa, MasterCard, or American Express can be made by completing the relevant information below.

Visa MC AMEX

Credit Card Number:

Exp. date:

Name as it appears on credit card

Signature

Cheques should be made payable to: DIA and mailed together with a copy of the application form to facilitate identification to: DIA Europe, Kuechengasse 16, 4051 Basel, Switzerland

Bank transfers in EURO should be made to:

Account Holder: DIA
Bank: UBS, Postfach, CH-4002 Basel, Switzerland
IBAN: CH96 0023 3233 6353 8460C
DIA Account Number: 233-635384.60C
SWIFT Code: UBSWCHZH80A

Company name, as well as the Meeting I.D. #17123 must be included on the transfer document to ensure payment to your account. Please fax this form to +41 61 225 51 52 prior to payment. Payment does not denote approval of your application to exhibit. If application is denied a full refund will be processed. Payments must be net of all charges and bank charges must be borne by the payer.

Contract Signature

Exhibitor agrees to indemnify and hold harmless the Drug Information Association, its officers, directors, employees and members from any and all liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought on the premises of the exhibition site by Exhibitor and for losses, damages and claims caused by the Exhibitor to the exhibition site. Exhibitor further agrees to indemnify and hold harmless the Drug Information Association, its officers, directors, employees and members from any and all liability to any person or persons for or by reason of any act or omission of said Exhibitor or any of its employees, agents, servants or employees. Exhibitor, by signing the Application, expressly releases the foregoing named association and individuals from any and all liability for losses, claims, damages, and injury.

Authorised Signature

Date

If you do not receive confirmation within two weeks please call +41 61 225 51 38 or email: EMEA.Exhibition@DIAGlobal.org

Completed applications should be emailed to EMEA.Exhibition@DIAGlobal.org or faxed to +41 61 225 51 52

BOOKING AGREEMENT FOR ADVERTISING/HOSTING OPPORTUNITY

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CONTACT INFORMATION	
Company Name	
Contact Person	
Billing Address	
Phone	
Fax	
Email	

ADVERTISING OPPORTUNITY	
Name of Advertising Opportunity	
Total Cost	
Special requests/Notes	

Promotional materials must be approved by DIA prior to production. Production and shipping costs are not included in opportunity fees. Advertising Opportunities are available on a first-come, first-served basis.

PAYMENT METHODS	
100% payment must accompany Booking Agreement Agreement. Support Advertising opportunity will not be held or confirmed without payment. Failure to make payment does not release the contracted or financial obligation of participating Host/Partner. 100% of total cost cancellation penalty applies	
<input type="checkbox"/> Please charge my credit card - credit card payments by VISA, Mastercard or AMEX can be made by completing the relevant details below. Please note that other types of credit card cannot be accepted.	
<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX CARD # _____ EXP DATE _____/_____/_____	
Cardholder's Name: _____ Date: _____	
<input type="checkbox"/> Bank transfers: When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the bank transfer. Payments in EURO should be addressed to "Account Holder: DIA." including your name, company, Meeting ID# 17123 as well as the invoice number to ensure correct allocation of your payment. Payments must be net of all charges and bank charges must be borne by the payer.	

TERMS AND CONDITIONS	
This agreement will become a contract upon acceptance with authorised signatures and is based upon the fees and rules governing the conference.	
Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. 100% payment must accompany Advertising Agreement. Advertising Opportunity will not be held or confirmed without payment. Failure to make payment does not release the contracted or financial obligation of participating Host/Partner. 100% of total cost cancellation penalty applies.	
Please do not associate DIA with your company name • do not use the DIA logo • do not advertise sessions or speakers.	
<input type="checkbox"/> I have read and understand the terms, of this agreement, and have the authority to execute same, and in so doing accept full responsibility for payment of advertising under the terms of this agreement and rate cards attached.	
Signature _____ Please Print Name _____ Date _____	

**Completed agreement should be sent to EMEA.exhibition@DIAGlobal.org
For questions, please call +41 61 225 51 38**